

REBECCA VICKERY

ABOUT Highly motivated data professional with extensive experience working in data analytics and data science. 10+ years experience with SQL queries, relational databases including Google BigQuery and Amazon Redshift. 4 years experience with Python for data analysis and machine learning. Proficient in the use of Apache Airflow and an advanced Looker developer.

- SKILLS & ABILITIES**
- Python for data science - Numpy, Pandas, Scikit-learn, Tensorflow.
 - Python for data engineering - Apache Airflow, Object Oriented Programming, Github.
 - SQL - Google BigQuery and AWS.
 - Google Cloud Platform.
 - Looker developer.

PROFESSIONAL EXPERIENCE

DATA SCIENTIST, HOLIDAY EXTRAS

MARCH 2019 - PRESENT

- Led the development of a deployment solution (Google Cloud, Python, Microservice architecture) for the first machine learning models in operation in the business.
- Delivered the first deployed recommendation engines (classification and collaborative filtering based) used for tailoring customer product display in the mobile app.

ASSOCIATE DATA SCIENTIST, HOLIDAY EXTRAS

NOVEMBER 2017 - MARCH 2019

- Developed customer RFM segmentation models in Python and SQL. Increased email conversion rate by 10% during AB tests.
- Developed scikit-learn classification models (KMeans clustering and decision tree based) to enhance the conversion rates in web booking flows.

SENIOR DATA ANALYST

2014 - 2017

- Led the development of a standardised self-service split test reporting suite via Looker and SQL ETL processes substantially increasing the validity of tests and reducing hours spent on reporting by the analytics teams.
- Delivered full product analytics (Excel, Python, SQL) support to the mobile development team.

EDUCATION

UNIVERSITY OF HUDDERSFIELD – BSC HONS MOLECULAR AND CELLULAR BIOLOGY (1ST)